



COUNTY ADMINISTRATOR

ROUTE TO:

2015 DEC 14 PM 12: 04

RETURN INSTRUCTIONS:

December 8, 2015

CITY COUNCIL

Jim Farr
Mayor

Tony Vallejo
Mayor Pro Tempore

Roger S. Aceves
Councilmember

Michael T. Bennett
Councilmember

Paula Perotte
Councilmember

CITY MANAGER
Michelle Greene

Santa Barbara County Board of Supervisors
105 East Anapamu Street
Santa Barbara, CA 93101

RE: Goleta Library Special Tax Ballot Measure Request

Dear Chair Lavagnino and Supervisors Adam, Carbajal, Farr and Wolf:

The City of Goleta is writing to request that the County of Santa Barbara support concurrent Goleta Library ballot measures for both County and City jurisdictions. As you are aware, the Goleta Library is a popular facility serving approximately 87,570 residents; 29,962 reside in the City of Goleta; 23,579 reside in the unincorporated areas of County Service Area 3 (CSA 3); and, 34,049 reside in the unincorporated areas beyond CSA 3. Current funding levels are inadequate to support operating costs and service levels. The collection volume is insufficient to meet demand, and facility and computer replacement schedules have not been developed because of limited funding. Furthermore, capital improvements are necessary to maintain a modern library building, infrastructure, and equipment. Over the next 20 years over \$1 million in capital improvements are needed, and if deferred, it will lead to higher costs.

Given the ongoing reserve contributions, without any significant cost reductions, revenue increases, or a combination of both, the Library fund balance will be depleted by FY 17/18. As depicted in the table below, the shortfall is estimated at \$223,053. Currently, the Library is open 55 hours per week; however, it will be necessary to shorten hours of operation to achieve cost savings. In FY 17/18 a reduction of nine hours per week is anticipated, and by FY 18/19 a reduction of 21 hours per week will be necessary to operate within current funding levels.

	FY 15-16	FY 16-17	FY 17-18	FY 18-19
Revenues	1,122,411	1,126,878	1,131,922	1,131,968
Expenditures	1,391,041	1,440,554	1,490,026	1,504,513
Net Operating Balance	(268,630)	(313,676)	(358,104)	(372,545)
Other Funding Sources				
Goleta Friends of the Library	48,000	48,000	48,000	48,000
Goleta Development Impact Fees	10,000	10,000	10,000	10,000
Use of Reserve Fund	(210,630)	(255,676)	(300,104)	(314,545)
Fund Balance Reserve (Deficit)	332,727	77,051	(223,053)	(537,598)

In addition to the \$10,000 in Development Impact Fees the City of Goleta has budgeted to enhance book and material collections, the City of Goleta also supports Library operations from its General Fund as shown in the table below for security, maintenance and repairs, and professional services to support studies for a financially sustainable Library. Through the City Grant program the Friends were awarded funds to support the Library's Summer Reading program.

City of Goleta Contribution	FY 13-14 (actual)	FY 14-15 (estimated)	FY 15-16 (budgeted)
Library Maintenance (direct support)	15,724	15,089	31,541
Collection Expansion (Goleta DIF)	45,519	10,000	10,000
Goleta City Grant (direct support)	-	-	2,500
Professional Services (direct support)	-	14,075	30,000
Total	61,243	39,164	74,041

Historically, in lieu of making an additional general fund contribution, beyond the direct support mentioned, Measure L funds levied on City of Goleta parcels have been considered to be an additional contribution from City residents (in FY 15-16 \$252,584 was levied). However, in support of the Library, on November 17, the City Council committed to making an ongoing contribution from its General Fund to provide direct support to the Library's operating budget. The amount will be determined later this winter during the mid-year budget review when the City's financial status is re-evaluated in its entirety. However, this contribution will not completely address the imbalance between revenue and expenditures.

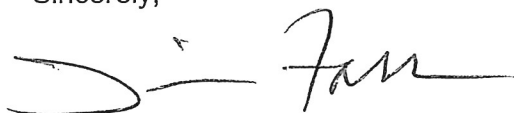
The Library is highly valued as a community gathering place for all, providing enrichment programs and services for children, adults, and seniors. It is a critical component of our local education system. Long-term funding is needed to sustain, expand and modernize services and move the Library into a new era of community service. Below is a list highlighting the reasons additional funds are needed.

- Sustain child reading programs, including storytelling and pre-school programming.
- Provide up-to-date children's science and technology book collections.
- Provide dedicated space for teen activities, which helps keep kids off the streets and out of trouble.
- Provide homework and library research assistance to local area students.
- Provide programming for seniors that stimulate the mind and create social opportunities.
- Offer free activities such as Winter and Summer Reading Programs, book discussions, science lectures, puppet shows and arts and crafts classes.
- Provide large print books.
- Provide publicly accessible up-to-date computers and one-on-one computer assistance.
- Provide enhanced Wi-Fi access at the library.
- Restore service hours to the pre-recession levels of 63 hours/week.
- Provide library assistance in response to more than 40,000 annual service inquiries.

To meet community needs and prevent further erosion of library services and materials, the Goleta City Council would like to move forward with a library special tax ballot measure in 2016. The City of Goleta is requesting County support for concurrent ballot measures for both the City and CSA 3. The City will fund professional consulting services associated with placing a measure on the ballot, such as public polling, public information, and tax consulting services. The City will allocate general fund monies to cover the cost of these services that when combined may range from \$54,500 to \$87,500. What the City is requesting is that the County of Santa Barbara agrees to proceed with concurrent Goleta Library ballot measures in the County and City jurisdictions.

Enclosed with this letter is a special library tax measure sheet that shows the actions and timeline leading up to placing a measure on the ballot as well as a timeline for library education and outreach, and a Goleta Library fact sheet. We appreciate your leadership on this critical issue and look forward to the Board's response. Please feel free to contact me or City Manager Michelle Greene at 805-961-7501 if you have any questions.

Sincerely,



Jim Farr
Mayor

Enclosures

cc: Tony Vallejo, Mayor Pro Tempore
Roger Aceves, Councilmember
Michael Bennett, Councilmember
Paula Perotte, Councilmember
Mona Miyasato, CEO, County Executive Officer of Santa Barbara County
George Chapjian, Director, Community Services of Santa Barbara County
Michelle Greene, City Manager
Kathleen Tropa, Deputy City Manager
Tim Giles, City Attorney

Goleta Library Special Tax Ballot Measure Actions/Timeline

The following is a list of important dates and actions leading up to placing a measure on the ballot.

September-December 2015

- Present to Countywide Library Advisory Committee regarding special tax proposal.
- Send letter to the Board of Supervisors requesting that the County of Santa Barbara support concurrent Goleta Library ballot measures for both County and City jurisdictions.

January 2016

- Release RFP for public polling survey and/or tax consulting.

March 2016

- If the survey supports the ballot measure going forward, City will work on options for public outreach, including advocacy by interest groups, such as the Friends of the Goleta Library.

May 2016

- Staff/consultant craft ballot measure language.

June 2016

- June 21 (reports due June 7, 2016)
 - Resolution approving a Council-sponsored ballot measure be submitted to the voters.
 - Adopt Resolution Calling & Giving Notice of Election, pursuant to EC 10403.
 - Adopt Resolution Requesting consolidation with Santa Barbara County, Pursuant to EC 10403.
 - Determine if rebuttal arguments will be permitted and, if so, adopt Resolution Providing for the filing of rebuttal arguments for City measures submitted at Municipal Elections.
 - Adopt Resolution Directing City Attorney to Prepare Impartial Analysis of Measure to be placed for November 8, 2016, Presidential General Election.

July 2016

- July 7: Last day for Election Official/City Clerk to file with the Clerk of the Board of Supervisors original and seven (7) copies of the district board's resolution requesting consolidation with the election.
- Publication-Notice of Election & Notice to Submit Arguments: Direct arguments for and against the measure. 10 days after call of Election.
- Period for Submitting Direct Arguments: Written direct arguments for and against the measure are to be submitted within this time frame. 10 days after call of Election.
- Preparation of Impartial Analysis: Impartial Analysis prepared by legal counsel.
- Election Official/City Clerk must submit a calendar of events and deadlines to the Elections Office. No later than July 7, 2016.
- Period for Submitting Rebuttal Arguments: Written rebuttal arguments by the authors of the direct arguments are to be submitted within this time frame. No later than 10 days after arguments are due.

August 2016

- 10-Day Public Exam Period: Period of public examination of proposed measure, analysis and arguments (if any). 10 calendar days following the filing deadline.
- August 22: Election Official/City Clerk Deadline for Submission of Local Measure Information to Printer: Completion of submission of ballot/sample ballot material to printer by County Elections Official.

Library Education Initiative					
	Fall 2015	Winter 2015 16	Spring 2016	Summer 2016	Fall 2016
Education					
Develop key messages on library offerings	█				
Revisit key messages & revise if necessary (after survey)			█		
Create articles/education pieces - work with library staff, use quarterly reports from A. Gray		█			
Identify opportunities for internal education (City, County staff)	█	█			
Identify opportunities for external education (user groups, general public)	█	█			
Implement internal education			█	█	█
Implement external education			█	█	█
Work with City/County to implement education activities at library				█	█
Use Monarch Press for articles					
Post information on Nextdoor					
Revisit key messages & revise if necessary			█		
Election					
Consider resurveying voters		█			
Initiate survey		█	█		
Evaluate responses			█		
Initiate resolution with Council/Supervisors			█	█	
Develop steering committee for measure		█	█	█	
Set up committee with FPPC			█	█	
Draft ballot measure			█	█	
Raise money for education			█	█	█
Hire an outside firm for specific marketing campaign			█	█	█
Direct mail				█	█
Print ads					█
Education events					█
City & County					
City of Goleta					
Friends of the GV Library/External committee	█				

GOLETA VALLEY BRANCH LIBRARY FACING SERVICE CUTS IN 2017

Over the last several years, library funding has been a challenge.

The Library's escalating operating costs have outpaced its revenue stream resulting in the use of reserve funds to support operations. Long-term funding is needed to sustain, expand and modernize services and move the library into a new era of community service. As a community gathering place for all, revenue is needed to sustain child literacy programs, homework assistance and other enrichment programs for children, adults, and seniors.

WITHOUT ADDITIONAL FUNDING, YOU CAN EXPECT:

- Reduction of library hours
- Fewer programs and limited story time for children
- Fewer staff member to help patrons
- Limited number of new books and magazines
- Smaller ebook/digital collection

The table below depicts how reserve funds are being depleted to cover expenditures. In addition, collection volume is insufficient to meet the demand. Facility and computer replacement schedules have not been developed because of limited funding. Capital improvements are necessary to maintain a modernized library building, infrastructure and equipment.

	FY 15-16	FY 16-17	FY 17-18	FY 18-19
Revenues	1,122,411	1,126,878	1,131,922	1,131,968
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Operating Hour Changes

*FY 17-18 Reserve Fund deficit of \$223,053; operating hours will be reduced 9 hours per week

**FY 18-19 Reserve Fund deficit of \$537,598; operating hours will be reduced 21 hours per week

LIBRARY REVENUE: SOURCES & EXPENDITURES

The Library's main sources of revenue include:

County Per Capita: \$7.80 is distributed to the Library based on its service area population of approximately 87,570 people — 29,962 from Goleta and the remaining 57,608 is from County Service Area 3 (CSA 3), and unincorporated County area beyond CSA 3.

Measure L: Approved by voters in CSA 3 in 1990, is levied on parcels in the City and CSA. Tax proceeds may only be used to purchase books and materials, expand hours, enhance programming and reference services maintain the facility.



ABOUT THE LIBRARY

Background: The Goleta Library is a popular, family, library part of Santa Barbara's Countywide Library System. Owned by the City of Goleta, the Library is managed by City of Santa Barbara through an agreement for administration of library services.

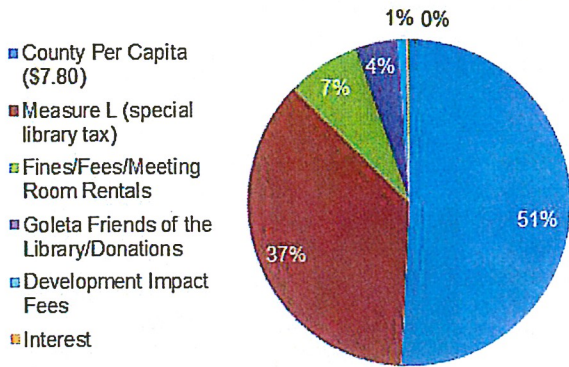
Goleta Library Operations

Current Library Operating Hours:

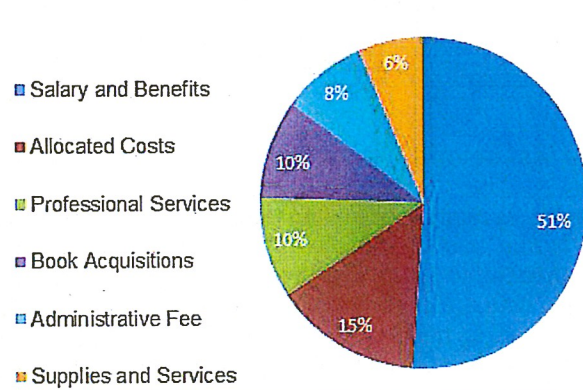
Mon.	12 pm – 6:00 pm
Tues. - Thurs.	10 am – 8:00 pm
Fri. - Sat.	10 am – 5:30 pm
Sun.	1 pm – 5:00 pm

- Operating hours 55 per week, open 7 days a week
- Number of staff: 21 employees; 10.17 FTE
- Circulation: 600,000
- Program Attendance: 10,000
- Volunteer hours: 4,000
- Shared programming, support services, and resources.
- Access to Black Gold Library Cooperative System e-resources and online databases including digital catalogs, eBooks, and downloadable audio files.

REVENUE: Fiscal Year 15-16



EXPENDITURES: Fiscal Year 15-16



FRIENDS OF THE GOLETA LIBRARY FINANCIAL SUPPORT

The non-profit Friends of the Goleta Library organization also provides substantial support for books, salaries, children's programs and other library purchases by providing funds directly to the Library budget. In addition, the Friends of the Library provides funding for special equipment purchases and improvements outside the budget.

Friends of the Goleta Library Contributions	FY 13-14	FY 14-15	FY 15-16 (projected)
Books and materials (SBPL budget)	24,000	48,000	48,000
Monday Salaries (SBPL budget)	24,291	-	-
Children's Programs (direct support)	4,510	4,968	-
Miscellaneous (direct support)	4,345	2,009	32,000
Total	57,146	54,977	80,000

THE CITY OF GOLETA'S FINANCIAL SUPPORT

The City provides contributions from its general fund for security, maintenance/repairs, and other professional services. The City also collects development impact fees and distributes them to the Library to enhance the book and material collections. The City expects to pay for over \$1 million in capital improvements over the next 20 years; however, deferred improvements can lead to higher costs.

City of Goleta Contributions	FY 13-14 (actual)	FY 14-15 (estimated)	FY 15-16 (budgeted)
Library Maintenance (direct support)	15,724	15,089	31,541
Collection expansion (SBPL budget) Funded through Development Impact Fees (DIF)	45,519	10,000	10,000
City Grant awarded to Friends group for Summer Reading Program	-	-	2,500
Professional Services	-	14,075	30,000
Total	61,243	39,164	74,041

WHY ADDITIONAL FUNDING IS NEEDED

- Sustain child reading programs, including storytelling and pre-school programming.
- Provide up-to-date children's science and technology book collections.
- Provide dedicated space for teen activities, which helps keep kids off the streets and out of trouble.
- Provide homework and library research assistance to local area students.
- Provide programming for seniors that stimulate the mind and create social opportunities.
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- Provide large print books.
- Provide publicly accessible up-to-date computers and one-on-one computer assistance.
- Provide enhanced Wi-Fi access at the library.
- Restore pre-recession hours at 63 hours/week and open daily.
- Provide library assistance in response to more than 40,000 annual service inquiries.